

USDC SENSORY TRAINING PROGRAM FOR SEAFOOD

Remember, "The nose knows!!!"

We can teach it to analyze, recognize and describe quality.

This intensive 2 – day program will include **Flounder, Salmon, and Shrimp.**

Ours is the only program to couple an introductory course in sensory science with plenty of hands-on product training with recognized experts. Upon completion, armed with the most efficient tools and training available, you will be capable of evaluating quality of the species and product forms you deal with every day.

- Master the most effective smelling and tasting techniques.
- One-to-one work with our internationally calibrated seafood experts.
- Learn where the US government cut-off point for decomposition is *and* how to identify "premium quality".
- Be taught a complete, internationally recognized language for seafood quality.

Receive continuing education units (CEU's) for completion of our program!

We use science-based sensory training methods that have proven extremely successful internationally. We have conducted numerous successful workshops to harmonize government seafood inspectors from different countries and have trained hundreds of industry personnel from as far away as Australia and South Africa.

Who should attend this program?

Seafood buyers, Retailers, Merchandisers, Managers, Sales Associates and Owners... Restaurant chains, Seafood Processors, Importers and Exporters. Processors of value-added products containing seafood, Quality Testing Laboratories, University researchers, and Others...

Instructors: Ms. Terriann Reilly, MS, Mr. Michael DiLiberti, MA, Mr. Steve Barusso and a cadre of USDC internationally calibrated product experts. Call (978) 281-9123 for more information.

Workshop limited to 15 - so hurry and register!

Date and Place: December 5-6th, 2001 in our state-of-the-art Sensory Lab in Gloucester, MA. **Cost:** \$695 per person.

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: () _____ **Fax:** () _____

Attendee Name (s)

1) _____ 2) _____

3) _____ 4) _____

Method of payment: You may pay by Money Order, Certified Check, Company Check or by Visa/Mastercard. Cash or personal checks not accepted.

Please make checks payable to USDC/NOAA. Send check and registration form to USDC, National Sensory Branch, 11-15 Parker St., Suite 213, Gloucester, MA 01930. ATTN: Christine Lilienthal.

Credit Card Payment: (circle) **Visa** **Mastercard** **Card**
Number _____ **Expiration Date:** _____
Company Tax ID Number: _____
Signature: _____